



**PHILIP MORRIS U.S.A.**

**Inter Office Correspondence**

**TO:** Janice Mabie  
Doug Ryan

**DATE:** January 10, 1994

**FROM:** Adrian Marrullier 

**SUBJECT:** TIMETABLES

In an effort to improve our ability to follow multiple timetables for production of various advertising and promotional programs, I would like to suggest a format.

Attached is a sample of a master timetable that I would like developed for each of the major production categories:

- Direct Mail
- Print/OOH
- POS
- Catalogs

The basic idea is to create a standard of key milestones such as comp and keylines dates that are consistent for all projects in a particular category. Formatted into a simple table with dates in chronological order, this will provide the basis for a quick and simple reference sheet that can be attached to the weekly slimsheet and reviewed at our Tuesday meetings.

I would like to initiate this procedure by next week and would appreciate any feedback you may have.

cc: S. LeVan  
W. Marin  
C. Murray  
M. Valinoti

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TIMETABLES.AMMEMO

# Category Headings (I.E.: Direct Mail)

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